

Press Release

Bajaj Allianz General Insurance & Dulux Weathershield enter into a first of its kind bilateral association

Pune, August 26, 2015: Bajaj Allianz General Insurance, one of the leading private insurers in the country and Dulux, the flagship Decorative paints brand from AkzoNobel India today announced a unique strategic alliance. The Dulux Protect Plan will provide a home insurance cover of upto Rs. 10 Lakhs and will be available with every 20l pack from the Dulux Weathershield range i.e. Dulux Weathershield Protect, Dulux Weathershield Max and Dulux Weathershield Powerflex. Commenting on this initiative

Tapan Singhel, MD & CEO, Bajaj Allianz General Insurance says, “We are pleased to partner with a global leader like Dulux that is backed by a rich heritage and international standards of quality. This strategic partnership is aimed at increasing awareness about home insurance and reaching out to households across the country by offering them complete protection for their homes. Home insurance penetration in the country is dismal, given that less than 1% of population that can actually afford home insurance is insured. It is an important risk mitigation tool in today’s time owing to the rising frequencies of natural and accidental uncertainties. Our partnership with Dulux will help us reach out to newer customer segments.”

Rajiv Rajgopal, Director, Decorative Paints, AkzoNobel India said, “The Dulux Weathershield product range keeps the walls of a home protected from rain, sun, dust and fungus. However, protection from certain calamities *is beyond* our control. Therefore, to broaden the proposition of protection being offered by Dulux Weathershield, we have partnered with one of the leading insurance providers in the country, Bajaj Allianz General Insurance to provide protection from natural and accidental calamities.”

Rajiv added, “In our continuous endeavour to provide complete home protection to our customers, we are going beyond the contemporary ways of protecting walls through paint. This partnership is aimed at reaffirming both Dulux and Bajaj Allianz General Insurance’s commitment of providing unsurpassed protection of homes.”

Under this offer, each home owner can avail a maximum of upto Rs. 10 lakhs of insurance cover. It is valid on all packs carrying the 100% protection mark only. The coupons can be redeemed by logging on to www.dulux.in/protection. The unique redemption code will be applicable till Mar 31, 2016 and validity of this insurance is for 12 months from the date of policy issuance

A nationwide campaign including Press, TV and digital, will commence soon. The campaign will be supported by massive retail presence and awareness across all communication mediums.

About Bajaj Allianz General Insurance

Bajaj Allianz General Insurance, a joint venture between Allianz SE, the world’s leading insurer, and Bajaj Finserv Limited. Allianz SE is a leading insurance conglomerate globally and one of the largest asset managers in the world. Bajaj Allianz General Insurance is one of the leading private general insurance companies in India. The Company offers various general insurance products like motor insurance, home insurance, health insurance, travel insurance and also unique insurance plans such as wedding insurance, event Insurance, film insurance. Bajaj Allianz General Insurance has been a profit-making company since its inception. The Company began its operations in 2001 and

today has a presence in over 200 towns and cities in India. The Company has been constantly expanding its operations to be close to their customers.

For Further Information - Chandni Arora: +91 97 666 23186